

FILE

fashion calendar 1966

RUTH FINLEY, PUBLISHER

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8 EAST 77th STREET / NEW YORK, N. Y. 10021

AUGUST 22,

1966

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FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, AUGUST 22, 1966</u>			
Beginning Monday August 22	HOLIDAY LINGERIE COLLECTION Holiday lingerie, loungewear, sleepwear, and robes.	SEAMPRUFE INCORPORATED	412 FIFTH AVENUE SHOWROOM - 3RD FLOOR Contact: LO. 4-8040.
Beginning Monday August 22	OPENING: SPRING '67 WOMEN'S KNITWEAR Daily informal showings of women's knitwear, designed by Francesca for Damon. Contact: MU. 3-2467. Publicity: Rossi-Lack, TE. 8-0244.	FRANCESCA FOR DAMON	16 EAST 34TH STREET SHOWROOM - 21ST FLOOR
Monday August 22- August 25	RESORT-SPRING COLLECTION Booklet showings August 22, 23, 24, 25; and preview Tues., Sept. 6, by appointment only. Thereafter daily informal showings beginning Mon., Sept. 26. Contact: George Rappaport, CH. 4-3558.	PETTI 4'S, INC.	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Monday August 22- August 26	HOLIDAY-WINTER NOTIONS AND NOVELTY SHOW Trade showing of new notions, packaging, colors; gifts designed especially for Holiday and Winter. (Hours: 9:00 A.M.-5:00 P.M.) Contact: Ann Karas, PE. 6-8820.	NATIONAL NOTION ASSN.(350 FIFTH AVENUE)	SHERATON-ATLANTIC INDIVIDUAL SHOWROOMS
Tuesday August 23 8:45 A.M. Breakfast	HOLIDAY FASHIONS IN "THE LUREX LOOK" Repeat breakfast showing of sweaters, knitwear, sportswear in Lurex for Holiday 1966. For buyers and press, by invitation. Contact: Jane Harvey, CH. 4-6000. Publicity: Ruth Hammer Associates, 246-4818.	DOW-BADISCHE COMPANY (350 FIFTH AVENUE)	THE WEAVER'S CLUB 111 WEST 40TH STREET
Tuesday August 23 12:00 Noon Luncheon	RESORT AND HOLIDAY FASHION PREVIEW Preview of Resort and Holiday fashions, in specially designed fabrics, commissioned by I.W. Harper. By invitation. Publicity: Nan Riley at Carl Byoir Assoc., YU. 6-6100.	I.W. HARPER (SCHENLEY)	HOTEL PLAZA TERRACE & BALLROOM
Wednesday August 23 4:00 P.M. Cocktails	PREVIEW OF RESORT- HOLIDAY IMPORTED KNITS "That Everywhere Look"--imported knit collection. Showing followed by cocktails. By invitation. Continuous daily thereafter. Contact: Arnold H. Arnold or Dorothy Summin, WI. 7-2170.	CAPRIEL, INC.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
August 24	OHRDACH'S RELEASE--"The Fashion Ring of Fighting Furs." (No Press Show)		
Wednesday August 24 10:30 A.M.& 1:00 P.M.	CUSTOMER SHOWING: BACK- TO-SCHOOL FASHIONS "Superteens Go Back To School"--fashions for the junior high teen, at two showings. Tickets: Junior High Shop, 2nd floor, and Young Mens Shop, mezzanine. Contact: Miss Brooke Worden, TR. 5-7200, Ext. 692.	ABRAHAM & STRAUS (BROOKLYN)	8TH FLOOR SPECIAL EVENTS CENTER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday August 26 4:30 P.M. Cocktails- Dinner	PRESS RECEPTION: ART AWARDS PARTY "Kedettes Brilliant Canvases Awards Party"--colors of Kedettes casual shoes, reflected in paintings by ten distinguished American artists, national first prize contest winners. Drawing for grand prize winner at 5:30 P.M. Cocktails, followed by dinner at 7:00 P.M. By invitation. Publicity: Doris Farrant, CI. 7-5000, Ext. 7335.	U.S. RUBBER CO. (CONSUMER PRODUCTS DIV.)	HOTEL PLAZA BAROQUE FOYER
Tuesday August 30 11:00 A.M.	PRESS PREVIEW: SOPHIE CUSTOM-ORDER FASHIONS Sophie, with the assistance of Stephen Erklin, will present her Fall and Winter collection. By invitation. (For Release, Wed., Aug. 31.) Publicity: Helen O'Hagan, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday August 30 12:30 P.M. Luncheon	PREVIEW OF "CORFAM" COUTURE SHOE FASHIONS Press-trade preview of couture shoe fashions in women's footwear of "Corfam" man-made poromeric, as seen in the London, Rome, and Paris collections. By invitation. Contact: Clara Knoll, 971-4432.	DU FONT CO.	HOTEL GOTHAM BALLROOM
Tuesday August 30 6:00 P.M.- 8:30 P.M.	MEN'S FASHION FORECAST FOR '67 Celanese will preview men's fashions for '67 in Celanese fibers at cocktails and buffet. By invitation. Publicity: Sue Brady, TN. 7-2000.	CELANESE	CHEETAH RESTAURANT 1686 B'WAY (53RD ST.)
Wednesday August 31 8:30 A.M. Breakfast	PRESS PREVIEW OF NEW SEVENTH FLOOR Preview for the press of new seventh floor at champagne breakfast. By invitation. (For Release, Thurs., Sept. 1.) Publ.: Joan Powers, PL. 9-2000.	BEST & COMPANY	7TH FLOOR
Wednesday August 31 12:30 P.M. Luncheon	GIRLS' DRESSES AT LUNCHEON SHOW Fall dress outlook for school and leisure. Barbetta Publicity: Ellen Perl, TE. 2-8212. For reservations (\$5.00): CI. 6-9171.	SUZY BROOKS (112 WEST 34TH STREET)	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday August 31 2:30 P.M.	PREVIEW: RESORT-INTO- SPRING COLLECTION Preview of Resort-into-Spring collection, designed by Lotte for Paul Parnes International. By invitation. Continuous daily showings thereafter. Contact: CH. 4-4600. Publicity: Sydney dee Bloeme, JU. 6-4490.	LOTTE FOR PAUL PARNES INTERNATIONAL	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday August 31 4:00 P.M. Cocktails	PREVIEW: RESORT- SPRING COLLECTION Knit ensembles and dresses in silk and wool for Resort and Spring. Show at 4:30 P.M. By invitation. Publicity: Ruth Hammer Assoc., 246-4818.	KORRIGAN-PARIS; AVAGOLF OF MILAN	HAMPSHIRE HOUSE THE COTTAGE
Beginning Wednesday August 31- Sept. 7	OPENING: RESORT-HOLIDAY SLEEPWEAR COLLECTION Informal showings of sleepwear, loungewear, and robes for Resort-Holiday from 2:00 to 5:00 P.M. daily. Contact: Fran Quay, 524-0200.	THE HOUSE OF QUAKER	24 WEST 40TH STREET SHOWROOM - 8TH FLOOR
Thursday Sept. 1 11:30 A.M.	PRESS PREVIEW: CUSTOM- ORDER FASHIONS Preview of Bergdorf Goodman's Fall custom-order fashions, designed by Leslie Morris. By invitation. (For Release, Fri., Sept. 2.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 5	LABOR DAY (Monday)--Legal Holiday		
Tuesday Sept. 6 4:00 P.M. Cocktails	PRESS SHOW: "FAR EAST FESTIVAL" Showing of fashions and home furnishings from the Far East. Special tour of exhibit area. By invitation. (<u>For Release, Tues., Sept. 6.</u>) Publicity: Margery Rubin, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Beginning Tuesday Sept. 6	RESORT AND HOLIDAY KNITWEAR COLLECTION Continuous showings of knit dresses and suits for Resort and Holiday. Contact: Robert Brown, LO. 4-1080.	KIMBERLY KNITWEAR, INC.	1410 BROADWAY SHOWROOM - 10TH FLOOR
Beginning Tuesday Sept. 6	RESORT-HOLIDAY ITALIAN KNITWEAR COLLECTION Couture knitwear--ensembles, suits, dresses, coats, and sportswear, made in Italy for Resort-Holiday, at continuous daily showings. Contact: Audrie Cohen, BR. 9-0925.	GINO PAOLI	1407 BROADWAY SHOWROOM - SUITE 3704
Beginning Tuesday Sept. 6	HOLIDAY COLLECTION IN CALIFORNIA Holiday and Resort showings in California. Contact: Peggie Wegman, OX. 5-5470	HOLLY HOELSCHER OF CALIFORNIA	714 SO. LOS ANGELES ST. LOS ANGELES
Beginning Tuesday Sept. 6	RESORT AND EARLY SPRING COLLECTION Informal daily showings of "suitmakers," "weathervanes" and double knits. Contact: Norma Rousseau, LO. 4-7832.	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday Sept. 7 10:15 A.M. Coffee	PRESS PREVIEW OF "BRITAIN TODAY" A store-wide fortnite -- British Tradition, Transition, and Trends, featuring British fashions for men, women, and children. By invitation. (<u>For Release, Fri., Sept. 9.</u>) (<u>English bus will leave at 12:00 Noon, B'way & 32nd Street for Yardley Awards at Hotel Plaza.</u>) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR AUDITORIUM
Wednesday Sept. 7 12:00 Noon Luncheon	PRESS SHOW: AWARD-WINNING FASHIONS "The London Look Fashion Award--1966." Show at 12:30 P.M., followed by luncheon. By invitation. Publicity: Lillian Firestone, WA. 4-4728.	BRITISH CONSUL GENERAL & YARDLEY	HOTEL PLAZA TERRACE ROOM
Wednesday Sept. 7 12:30 P.M. Luncheon	FALL COLLECTION AT LUNCHEON SHOW Informal showing of Fall fashions. Barbetta Publicity: Ellen Perl, TE. 2-8212. For reservations (\$5.00): CI. 6-9171.	KASPER FOR JOAN LESLIE	BARBETTA RESTAURANT 321 WEST 46TH STREET
Wednesday Sept. 7 3:00 P.M.- 7:00 P.M.	PREVIEW OF RESORT-SPRING COLLECTION "The Barn Gate Opens"--a cider and applejack party and preview of Resort-Spring coordinates, designed by Claire Smith Golden; also fashions inspired by Beth, Amy, Meg, and Jo. By invitation. Contact: Barbara Ensign, 594-3551. Publicity: Terry Mayer, MU. 5-6561.	COUNTY CALICOS, INC.	1407 BROADWAY SHOWROOM - 21ST FLOOR
Wednesday Sept. 7 4:00 P.M. Champagne	PRESS PREVIEW OF "FALL FASHION GALA" Preview for the press of "Fall Fashion Gala." By invitation. (<u>For Release, Fri., Sept. 9.</u>) Publicity: Jill Schoenbach, LO. 5-7950, Ext. 515.	STERN BROTHERS	6TH FLOOR SPECIAL EVENTS DEPT.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 7 6:00 P.M. Cocktails	PRESS PREVIEW: "MISS YOUNG INDIVIDUALIST" Preview for the press of new second floor, presenting "Miss Young Individualist" shops. By invitation. (For Release, Thurs., Sept. 8.) Contact: Eileen Roper, OR. 5-1000, Ext. 388.	FRANKLIN SIMON (33 WEST 34TH STREET)	2ND FLOOR
Thursday Sept. 8 10:30 A.M. Coffee	PRESS PREVIEW: HOME-FURNISHINGS Preview of antique and modern English home furnishings. By invitation. Publicity: Margot Infantino, LO. 4-3300.	GIMBELS	6TH FLOOR AUDITORIUM
Thursday Sept. 8 11:30 A.M.	TENNIS WHITES WITH KODEL IV POLYESTER "The Tennis Take-Over"--luncheon for customers and press on terrace of West Side Tennis Club, followed by fashion show, presented between main USLTA matches on Sept. 8. Show by The Fashion Coordinators, Inc. (Limousine leaves 260 Madison Ave. at 11:30 A.M.) By invitation. Contact: Eunice A. Tall at Eastman, OR. 9-1820.	EASTMAN CHEMICAL PRODUCTS, INC.	FOREST HILLS TENNIS STADIUM
Thursday Sept. 8 12:00 Noon Brunch	PRESS PREVIEW OF IMPORT COLLECTION Preview for the press of Bonwit Teller's import collection. By invitation. (For Release, Fri., Sept. 9.) Publ.: Judith Jackson, EL. 5-6800.	BONWIT TELLER	HOTEL REGENCY BALLROOM SUITE
Sept. 9	GIMBELS RELEASE--"Britain Today." (Preview, Sept. 7-See Pg. 3)		
Sept. 9	STERN BROTHERS RELEASE--"Fall Fashion Gala." (Preview, Sept. 7--See Pg. 3)		
Friday Sept. 9 11:30 A.M.	PRESS PREVIEW OF IMPORT FASHIONS Preview for the press of import fashions. By invitation. (For Release, Mon., Sept. 12.) Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR SALON
Sept. 12	BERGDORF GOODMAN RELEASE--Import collection. (Preview, Sept. 9--See Above)		
Monday Sept. 12 11:30 A.M.	FALL-WINTER PREVIEW BY THREE DESIGNERS Ready-to-wear fashions by Gigliola Curiel of Milan; Bernard Newman and Marguery Burke Bolhagen of the U.S. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Beginning Monday Sept. 12	FALL READY-TO-WEAR FASHIONS Informal daily showings of Roaman's Fall ready-to-wear fashions from 1:00 to 4:00 P.M. (In Boston, Mon., Sept. 19, 2:00 to 3:00 P.M.; Philadelphia, Sept. 21, 2:00 to 3:00 P.M. Both shows by invitation.) Publicity: Mariette Schumacher, OR. 9-8600.	ROAMAN'S	20 WEST 39TH STREET
Beginning Monday Sept. 12- Sept. 16	OPENING OF RESORT-HOLIDAY COLLECTION Daily informal showings, by appointment. Publicity: Jody Donahue at Edward Gottlieb Assoc., JU. 2-7540.	GEORGIA BULLOCK	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Sept. 13 11:00 A.M.	PRESS PREVIEW: CUSTOM-ORDER FASHIONS Mainbocher will present his Fall custom-order fashions at a preview for the press. By invitation. (For Release, Wed., Sept. 14.) Contact: PL. 5-3714. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER, INC.	609 FIFTH AVENUE SALON - 8TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 13 2:00 P.M.	OPENING OF EARLY SPRING COLLECTION Showing of early Spring coats and suits, Sept. 13, 19, 21, 26 at 2:00 P.M. By reservation. Contact: Virginia Yost, BR. 9-8987.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Tuesday Sept. 13 5:00 P.M. Cocktails	HOLIDAY, RESORT-INTO- SPRING FASHIONS Preview of Holiday, Resort-into-Spring fashions of "Ban-Ion" sportswear and dresses in Du Pont fibers. For retailers and press, by invitation only. Contact: Jean Lindsay, 971-4263.	DU PONT COMPANY; JOSEPH BANCROFT & SONS	EMPIRE STATE BUILDING AUDITORIUM - 4TH FLOOR
Wednesday Sept. 14 9:00 A.M.& 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS "The European Import Collections"--fashions at breakfast and luncheon shows. Report and commentary: Russell Norris, Vogue-Butterick Pattern Co.; and Rita Perna, Montgomery Ward. Prices: Breakfast--\$10.00, members; \$15.00, guests. Luncheon--\$12.00, members; \$20.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	N.Y. HILTON HOTEL BALLROOM
Sept. 15	ROSH HASHONAH (Thursday)--First day of Jewish New Year.		
Sept. 15	LORD & TAYLOR RELEASE--Parisienne Fashions. (No Press Show)		
Friday Sept. 16 8:00 P.M.	OPENING NIGHT OF NEW METROPOLITAN OPERA A new work by an American, Samuel Barber, commissioned under a grant by the Ford Foundation, based on Shakespeare's "Antony and Cleopatra," will inaugurate the 1966-67 season. Publicity: Francis Robinson, 799-3100.	METROPOLITAN OPERA	LINCOLN CENTER B'WAY & 64TH STREET
Monday Sept. 19 10:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Georges Kaplan's Fall-Winter fur fashions. By invitation. (<u>For Release,</u> <u>Tues., Sept. 20.</u>) Contact: Ellen Fuhs, CI. 6-3416.	GEORGES KAPLAN	730 FIFTH AVENUE SALON
Monday Sept. 19 10:30 A.M.	HOLIDAY AND RESORT COCKTAIL FASHIONS Cocktail and evening fashions, designed by Miss Andre and Celia Phillips. By reservation. Continuous daily thereafter. Contact: PE. 6-0151.	CAMEO EVENING FASHIONS; FIVE-THIRTY P.M.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Monday Sept. 19 4:30 P.M. Cocktails	PREVIEW: SHOE FASHIONS BY DONALD BROOKS Press and customer show of Donald Brooks' first shoe collection. By in- vitation. (<u>Note Change of Date.</u>) (<u>For Release, Mon., Sept. 20.</u>) Publicity: Jeri Savidge, WI. 7-3300.	LORD & TAYLOR	4TH FLOOR
Sept. 19	NATIONAL SWEATER WEEK, SEPT. 19-25. Contact: Edward Brandwein, MU.3-7520.		
Beginning Monday Sept. 19	HOLIDAY, RESORT, SPRING COLLECTION Continuous informal showings of misses dress collection. Contact: Peggie Wegman, OX. 5-5470.	HOLLY HOELSCHER OF CALIFORNIA	488 SEVENTH AVENUE SHOWROOM - SUITE 701
Tuesday Sept. 20 9:30 A.M. Breakfast	PRESS PREVIEW: IMPORTS AND REPRODUCTIONS Press preview of Alexander's imports and reproductions. By invitation. (<u>For Release, Wed., Sept. 21.</u>) Publicity: Rene Hall, OX. 5-4500, Ext. 285.	ALEXANDER'S	ST. REGIS ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 20 10:30 A.M.	OPENING: HOLIDAY AND RESORT COLLECTION By reservation. Contact: Sam Cohen, LO. 3-5650.	PATTULLO- JO COPELAND, INC.	498 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Sept. 20 11:00 A.M.	OPENING: HOLIDAY- RESORT COLLECTION Also Sept. 22, 26, 29 at 11:00 A.M. Contact: Alan Duddle, 524-4510.	GINO CHARLES LTD.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday Sept. 20 11:30 A.M.	PREVIEW: RESORT-ADVANCE SPRING COLLECTION Coats and suits for Resort and advance Spring. By reservation. Continuous daily thereafter. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday Sept. 20 11:30 A.M.	OPENING: RESORT- SPRING COLLECTION Also Sept. 27, 29 at 11:30. By reservation. Contact: Mr. Revell, CH. 4-7270.	SARMI BOUTIQUE	550 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Sept. 20 11:30 A.M.	PREVIEW: RESORT AND HOLIDAY COLLECTION For press and buyers, by invitation. Thereafter continuous. Contact: LO. 4-9194. Publicity: Betty Yarmon, TR. 9-7112.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Sept. 20 12:00 Noon	PREVIEW: RESORT AND SPRING COLLECTION Designed by Pembroke Squires for Nantucket Naturals. Showings Sept. 20, Oct. 4, 11 at 12:00 Noon. By reservation. Contact: Anne Lawrence, WI. 7-1061.	NANTUCKET NATURALS	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday Sept. 20 12:30 P.M. Brunch	PRESS PREVIEW: RESORT AND SPRING COLLECTION Preview of Resort and Spring collection, designed by Vally. For press and buyers, by invitation. Publicity: Jeanette Gottlieb, BR. 9-6560.	STONY BROOK CASUALS	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Sept. 20 1:00 P.M.	RESORT AND HOLIDAY COLLECTION Also Sept. 28, Oct. 5 at 1:00. Contact: Lee Lerner, LO. 3-0988.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Sept. 20 4:00 P.M. Cocktails	PREVIEW OF RESORT- HOLIDAY COLLECTION Resort-Holiday collection, designed by August de Lorenzo, Sept. 20 and 26. By invitation. Continuous daily showings, beginning Wed., Sept. 21. Contact: Sylvia Greer or Al Davis, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Sept. 20 6:15 P.M.	PRESS PREVIEW OF EUROPEAN IMPORTS Annual presentation of European imports throughout store. By invitation. (For Release, Wed., Sept. 21.) Publicity: Louise Langdon, PL. 2-1212.	BLOOMINGDALE'S	THROUGHOUT STORE
Wednesday Sept. 21 9:30 A.M. Coffee	PRESS PREVIEW: HAUTE COUTURE IMPORTS Ohrbach's will present their haute couture Paris and Italian imports, and original fabric line-for-line copies. For the press only, by invitation. (For Release, Thurs., Sept. 22.) Publicity: Jackie Landesman or Mark Klauser, OX. 5-4000, Ext. 208.	OHRBACH'S	5TH FLOOR
Wednesday Sept. 21 10:30 A.M.	OPENING: RESORT- HOLIDAY COLLECTION Also Sept. 27 at 10:30. By reservation. Contact: LA. 4-5923.	WILSON FOLMAR, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 21 12:00 Noon	OPENING: HOLIDAY- RESORT COLLECTION Holiday-Resort collection, designed by Don Breitinger. Showings Sept. 21 and 27 at 12:00 Noon. By reservation. Contact: Bill Laird or Norine Burke, LA. 4-0237.	HAROLD LEVINE, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday Sept. 21 1:00 P.M.	OPENING: RESORT AND HOLIDAY COLLECTION Also Sept. 22 at 1:00 P.M. <u>(Note Change of Dates.)</u> Contact: Jean Roberts, LA. 4-3520.	TEAL TRAINA, INC.	550 SEVENTH AVENUE SHOWROOM - 22ND FLOOR By reservation.
Wednesday Sept. 21 1:00 P.M.	OPENING: RESORT- HOLIDAY COLLECTION Resort and Holiday collection. By reservation. Contact: CH. 4-0600.	PAT SANDLER FOR HIGHLIGHT	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Sept. 21 3:00 P.M.	PREVIEW: FALL-WINTER FASHION COLLECTION Preview of Fall-Winter fashions, designed by Castillo of Paris for Elizabeth Arden. By invitation. <u>(For Release, Fri., Sept. 23.)</u> Publicity: Paulette Default, PL. 3-3410. Public Relations: Serge Obolensky Assoc., PL. 9-6272.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 2ND FLOOR
Wednesday Sept. 21 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMWEAR COLLECTION Preview of Rose Marie Reid's swimwear collection. Coordinator and commentator: Phyllis Youngheart. By invitation. Publicity: Eleanor McKay, OX. 5-4440.	ROSE MARIE REID (1407 BROADWAY)	ST. REGIS ROOF
Wednesday Sept. 21 4:00 P.M.	RESORT AND HOLIDAY COLLECTION Malcolm Starr's Resort and Holiday collection, designed by Elinor Simmons, Sept. 21, 27, 28, Oct. 4 at 4:00 P.M. Contact: Marion Auley, LA. 4-7690.	MALCOLM STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Thursday Sept. 22 9:30 A.M. Breakfast	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Presentation of Ben Kahn's Fall-Winter fur fashions. By invitation. <u>(For Release, Fri., Sept. 23.)</u> Contact: BR. 9-0633.	BEN KAHN FURS	HOTEL PLAZA CRYSTAL ROOM
Thursday Sept. 22 10:00 A.M.	PREVIEW: HOLIDAY- RESORT COLLECTION Showing of cocktail and evening fashions. By invitation. Contact: CH. 4-3169.	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Sept. 22 10:30 A.M.	PREVIEW: HOLIDAY AND RESORT COLLECTION Designed by Shannon Rodgers for Jerry Silverman. By invitation. Thereafter by appointment. Contact: Jean Dionne, CH. 4-7522 or CH. 4-4940.	JERRY SILVERMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Sept. 22 1:15 P.M.	OPENING: RESORT- HOLIDAY COLLECTION Also Sept. 26, Oct. 3 at 1:15. By reservation. Contact: Miss Fritz, LO. 5-4115.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Sept. 22 4:00 P.M. Champagne	PREVIEW: MIDWINTER- RESORT COLLECTION Preview of Resort and Midwinter collection, designed by Morton Myles for Jeunesse. By invitation. Thereafter daily informal showings. Contact: Mary Lou Levine, OX. 5-6234.	JEUNESSE	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 22 5:30 P.M. Cocktails	PREVIEW OF KNITWEAR COLLECTION The Marchesa Olga di Gresy and Russel Carpenter will present the Mirsa knitwear collection. By invitation. Contact: 683-8267.	MIRSA KNITWEAR (40 EAST 34TH STREET)	HOTEL PIERRE CRYSTAL ROOM
Friday Sept. 23 11:00 A.M.	SHOWING OF IMPORT COLLECTION Lord & Taylor will present their designer import collection to the press and private customers. By invitation. (For Release, Mon., Sept. 26.) Publicity: Jeri Savidge, WI. 7-3300, Ext. 232.	LORD & TAYLOR	3RD FLOOR
Sept. 23	YOM KIPPUR EVE (Friday--at sundown). Jewish Day of Atonement.		
Sept. 26	LORD & TAYLOR RELEASE--Import fashions. (Preview, Sept. 23--See Above)		
Monday Sept. 26 11:00 A.M.; 3:00 P.M.	INTERNATIONAL HAUTE COUTURE FASHION SHOW Alexander's will present an international haute couture fashion show, with European princesses modelling. For benefit of the Soldiers', Sailors' and Airmen's Club Inc. Chmn.: Mrs. William Woodward and Mrs. James H. Alen. Reserved Seats: \$5.00. Public Relations: Serge Obolensky Assoc., 598 Madison Avenue, PL. 9-6272.	ALEXANDER'S (LEX.AVE. & 58TH ST.)	3RD FLOOR
Monday Sept. 26 12:45 P.M.; 5:45 P.M.	CUSTOMER SHOWINGS OF IMPORT FASHIONS Haute couture imports and line-for-line copies at two showings. First show, by invitation only, at 12:45 P.M.; second show, open to public, no reserved seats, at 5:45 P.M. (In Westbury, Wed., Sept. 28 at 12:45 P.M., 2nd floor.) Publicity: Tom Foster or Mark Klauser, OX. 5-4000, Ext. 211.	OHRBACH'S	5TH FLOOR
Tuesday Sept. 27 9:30 A.M. Breakfast	PRESS PREVIEW: FALL- WINTER FUR FASHIONS Preview of Fall-Winter fur fashions. By invitation. (For Release, Wed., Sept. 28.) Publicity: Vera Bacal, CI. 7-1388.	MAXIMILIAN FURS, INC.	20 WEST 57TH STREET SALON - 3RD FLOOR
Tuesday Sept. 27 10:30 A.M.	OPENING: RESORT COLLECTION By invitation. Thereafter at 10:30 A.M., Sept. 29, Oct. 5. By reservation. Contact: Mabel Glembay, LA. 4-9350. Publicity: Eleanor Lambert, MU. 8-2130.	OSCAR DE LA RENTA FOR JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Sept. 27 2:30 P.M.	OPENING: RESORT AND NEW FASHIONS Resort and new fashions, designed by Marie McCarthy for Larry Aldrich. Showings: Sept. 27, 28, Oct. 4, 5 at 2:30 P.M. Contact: CH. 4-1872.	LARRY ALDRICH ASSOCIATES	530 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday Sept. 27 2:30 P.M.	PRESS PREVIEW OF RESORT COLLECTION Resort collection, designed by Bill Blass. By invitation. Thereafter, Sept. 28, Oct. 4, 6 at 2:30 P.M. By reservation. Contact: Herman Seigenfeld, LA. 4-6968.	MAURICE RENTNER, LTD.	550 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday Sept. 27 4:00 P.M.	PRESS SHOWING OF RESORT COLLECTION Also Sept. 29, Oct. 4 and 6 at 4:00. By reservation. Publicity: Catherine Smith. Contact: WI. 7-8235.	DONALD BROOKS, INC.	550 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 27 5:00 P.M.- 7:00 P.M. Cocktails	SECOND ANNUAL AWARDS: "NEWSWORTHY EYEWEAR" The Fashion Eyewear Group of America's second annual awards for outstanding achievement in newsworthy eyewear during the year. Fashion show and presentation of award-winning styles. Fashion and beauty editors will serve on Award Jury. By invitation. Publicity: Ruth Hammer Assoc., 246-4818.	FASHION EYEWEAR GROUP OF AMERICA	HOTEL PIERRE GRAND BALLROOM
Wednesday Sept. 28 11:30 A.M.	OPENING: RESORT- HOLIDAY COLLECTION Showing of Resort-Holiday collection, designed by Dorothy Farbo, Sept. 28 and Oct. 4 at 11:30. By reservation. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday Sept. 28 2:30 P.M. Cocktails	PREVIEW: RESORT-SPRING DRESS COLLECTION Preview of David Crystal's Resort-Spring dress collection. For press and buyers, by invitation. Publicity: Jeanette Gottlieb, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday Sept. 28 4:00 P.M. Cocktails	PREVIEW: RESORT- SPRING COLLECTION By invitation. Thereafter daily at showroom, by appointment. Contact: OX. 5-4270. Publicity: Sara Fenoyer, MU. 2-6480.	McMULLEN (550 SEVENTH AVENUE)	500 CLUB 500 SEVENTH AVENUE
Wednesday Sept. 28 4:00 P.M.	OPENING OF RESORT COLLECTION The Catherine Scott and Eric Lund collection. Also showing Wed., Oct. 5 at 2:30 P.M. By reservation. Contact: Margie Lefcourt, 524-7093. Publicity: Ruth Hammer Assoc., 246-4818.	CATHERINE SCOTT, LTD.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 29 8:30 P.M.	ANNUAL COTY AMERICAN FASHION CRITICS' AWARDS Twenty-fourth annual American Fashion Critics' Awards, presented by Coty. Publicity: Eleanor Lambert, MU. 8-2130.	COTY, INC.	METROPOLITAN MUSEUM GRACE R. ROGERS AUD.
Monday Oct. 3 4:00 P.M. Cocktails	PRESS PREVIEW: SUMMER SWIMWEAR BY BILL BLASS Preview of the Roxanne Resort-Summer swimsuit collection, with special group designed by Bill Blass. By invitation. Publicity: Ruth Hammer Assoc., 246-4818.	ROXANNE	1407 BROADWAY SHOWROOM - 35TH FLOOR
Monday Oct. 3 4:00 P.M.	OPENING: RESORT- HOLIDAY COLLECTION Also Oct. 5 at 4:00 P.M. By reservation. Contact: LA. 4-7900.	TERRY-ALLEN, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday Oct. 4 2:30 P.M.- 4:30 P.M. Cocktails	DIAMONDS-INTERNATIONAL AWARDS EXHIBITION Exhibition at Institute of International Education, showing award-winning jewelry designs by 21 jewelers, representing 11 countries. Press by invitation. Public exhibitions, Oct. 5, 6, 7 from 10:00 A.M. to 4:00 P.M. Publicity: Mildred Kosick, PL. 7-5700.	N.W. AYER & SON, INC.	809 UNITED NATIONS PLAZA 12TH FLOOR
Tuesday Oct. 4 4:30 P.M. Champagne	PRESS RECEPTION: "AWARDS FROM FRANCE" Formal awards to Bergdorf Goodman and Saks Fifth Avenue for outstanding presentations of French lace. Gala fashion show with special commendations to leading American designers. By invitation only. Publicity: Ken R. Williams & Associates, WI. 7-4471.	FRENCH LACE INDUSTRY & AMERICAN IMPORTERS	HOTEL PIERRE COTILLION ROOM

1967

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